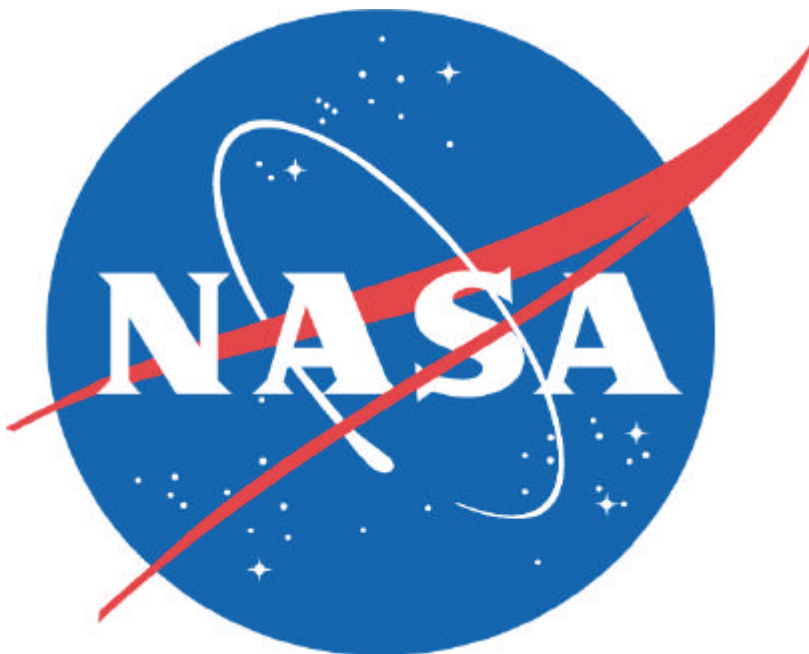


Responsible Office: Code P

**Subject:** Determine Public Affairs Requirements for Products and Services



**Code P, Office of Public Affairs**

**Office Work Instruction**

## **Determine Public Affairs Requirements for Products and Services**

Original Approved by: \_\_\_\_\_  
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Associate Administrator

\_\_\_\_\_  
Date

Responsible Office: Code P

**Subject:** Determine Public Affairs Requirements for Products and Services**DOCUMENT HISTORY LOG**

<b><u>Status</u></b> <b><u>(Baseline/</u></b> <b><u>Revision/</u></b> <b><u>Canceled)</u></b>	<b><u>Document</u></b> <b><u>Revision</u></b>	<b><u>Effective</u></b> <b><u>Date</u></b>	<b><u>Description</u></b>
Baseline		1/10/00	

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## 1.0 Purpose

The purpose of this OWI is to document the process to determine Code P information requirements from private sector sources or from the speechwriter (reference: NASA Handbook 1101.3, section 415 The NASA Organization, Office of Public Affairs).

## 2.0 Scope and Applicability

This work instruction applies to the NASA Headquarters Newsroom, Code PM and the speechwriter, Code P. The HQ News Chief, Office of Public Affairs – Code PM, is responsible for maintaining this document. The controlled version of this OWI is available on the NASA intranet via the NASA ISO 9000 Document Library at <http://hqiso9000.hq.nasa.gov>. Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, Document and Data Control).

## 3.0 Definitions

3.1	AA	Associate Administrator
3.2	AO	Action Officer
3.3	Center	NASA Center responsible for initiating news releases
3.4	DD	Director, Media Services
3.5	HQ	NASA Headquarters
3.6	NC	News Chief
3.7	news personnel	News Chief, Deputy News Chief, Acting News Chief, Public Affairs Officer, Public Information Specialist
3.8	NR	news release
3.9	PAO	Public Affairs Officer, usually co-located in affiliate office
3.10	PM	Media Services Division, including newsroom

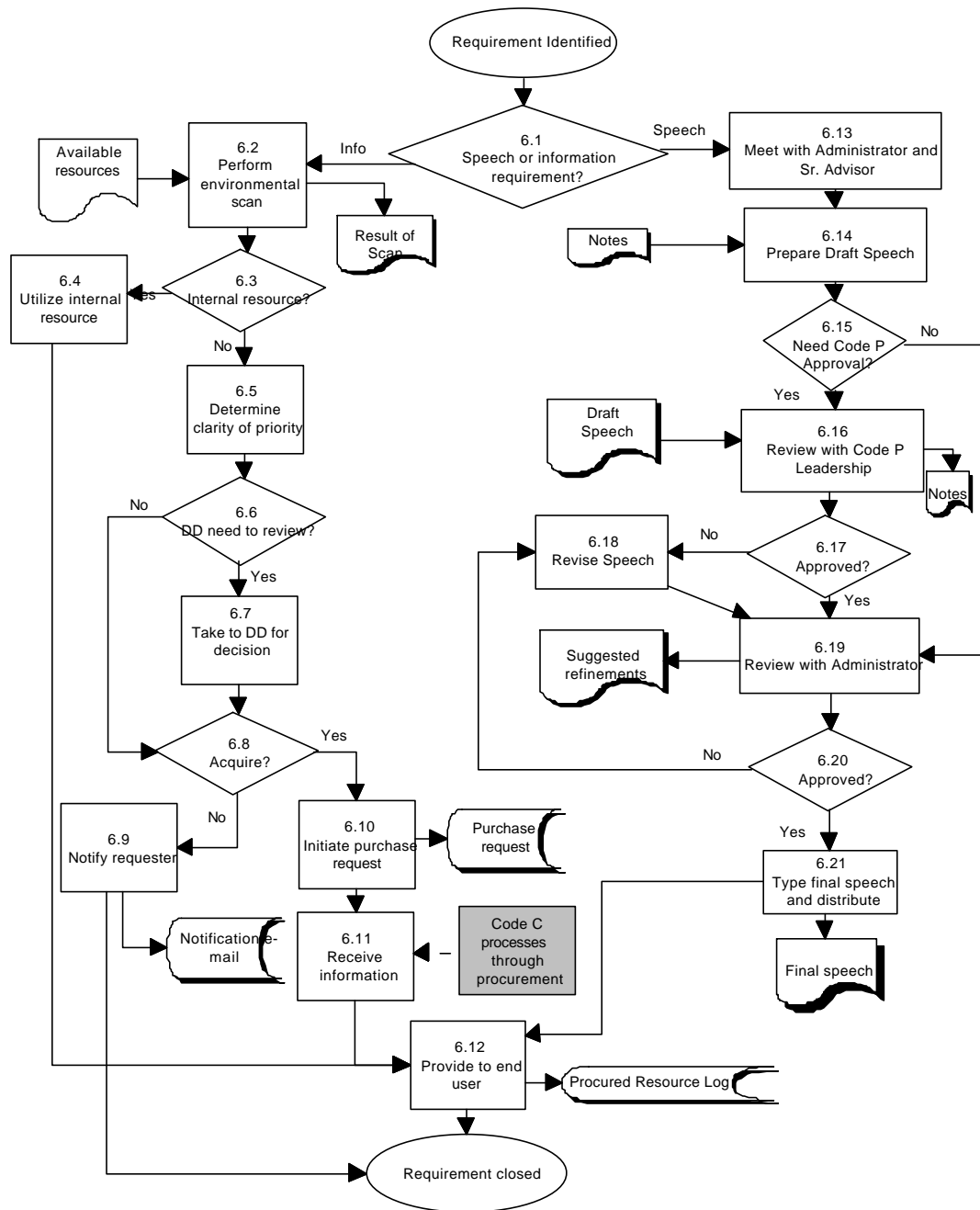
## 4.0 References

4.1	NPD 1000.1	NASA Strategic Plan
4.2	NASA Handbook 1101.3, section 415	NASA Handbook, "Office of Public Affairs"
4.3		National Aeronautics and Space Act of 1958, as amended

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## 5.0 Flowchart



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## 6.0 Procedure

<u>Step</u>	<u>Actionee</u>	<u>Action</u>
6.1	News personnel. Duties listed assigned to "news personnel" will be assigned to a Public Affairs Officer or Public Information Specialist within Code PM. Personnel assignment is made at the discretion of the News Chief.	<i>Speech or information requirement?</i> Information requirements are identified, frequently by the Administrator through the Code P AA. Occasionally, a PAO will request information from a private source. If the information is needed for news, the AO proceeds to 6.2. If it is for speech preparation, the AO proceeds to 6.13.
6.2	News personnel	<i>Perform environmental scan.</i> News personnel initiate an internal search to determine if the requested information resides within existing PAO resources, i.e., magazines, newspapers, periodicals, web search and other readily available resources.
6.3	News personnel	<i>Internal resource?</i> If requested information is available internally, AO moves to 6.12 ;if not, AO proceeds to step 6.5.
6.4	News personnel	<i>Utilize internal resource.</i> Determined to use internal news resource, AO proceeds to step 6.12.
6.5	News personnel	<i>Determine priority.</i> Determine if the information request should be pursued. If the request is for the Administrator, it takes top priority - no questions asked.
6.6	News personnel	<i>DD decision?</i> Does the pursuit of this information require approval from the DD? If it is a request other than for the Administrator or an Associate Administrator, AO must seek authorization from DD. If yes, the AO proceeds to 6.7; if no, AO proceeds to step 6.8.
6.7	News personnel	<i>Take to DD for decision.</i> Before ISO was initiated, AO would verbally talk to DD about a questionable request for information, and DD would tell AO whether to proceed with acquisition from a private sector source. When these requests occur in the future, AO will prepare a written summation of the proposed purchase for the DD, who can then respond as appropriate.
6.8	News personnel	<i>Acquire?</i> If DD or AO decide to acquire the information, AO proceeds to step 6.10; if DD or AO decide not to acquire, AO proceeds to step 6.9.
6.9	News personnel	<i>Notify requester.</i> Before ISO was initiated, if a decision was made not to purchase requested news resource, AO would verbally inform requester; in the case of future requests of this nature, AO will type an e-mail message to requester, informing of this decision.
6.10	News personnel	<i>Initiate purchase request.</i> If decision is made to acquire information, AO prepares purchase request to send through Code C for action. Purchase requests should be retained until the receipt of the deliverable.
6.11	News personnel	<i>Receive information.</i> After Code C processes the purchase request for a news resource and acquires it through a procurement, Code P receives the resource.
6.12	News personnel	<i>Provide to end user.</i> AO gives procured news resource to requester, updates the Procured Resource Log and the

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<u>Step</u>	<u>Actionee</u>	<u>Action</u>
		requirement is closed. An e-mail message informing requester of approval of his/her request, which will become a part of the Quality Record, will be filed electronically on the newsroom server.
6.13	Speechwriter	<i>Speechwriter meets with Administrator, Sr. Advisor, and Code Speech Liaison.</i> Determine the agenda, purpose, and audience for the event and technical and political issues that need to be addressed. This meeting provides preliminary direction for the speech product. Notes on the meeting are retained until the final speech is approved.
6.14	Speechwriter	<i>Prepare Draft Speech.</i>
6.15	Speechwriter	<i>Need Code P Approval?</i> AA for Public Affairs determines requirement for Code P approval and communicates it to speechwriter. If yes, AO proceeds to 6.16. If no, AO proceeds to 6.19.
6.16	Speechwriter	<i>Review with Code P leadership.</i> Ensures all issues are properly addressed in the draft. Retain notes until the final draft is approved.
6.17	Speechwriter	<i>Approved?</i> Determine if Code P leadership (AA or deputy AA) concurs that draft is appropriate to send to Administrator. If yes, the Speechwriter proceeds to 6.19. If no, the Speechwriter proceeds to 6.18.
6.18	Speechwriter	<i>Revise speech.</i> Revision is based on discussion and notes developed in 6.13 and 6.16. Retain notes until final draft approved. AO then proceeds to 6.16.
6.19	Speechwriter	<i>Review with Administrator.</i> Ensures all issues are properly addressed. Administrator provides suggested refinements as necessary. Retain the suggestions until final speech is approved.
6.20	Speechwriter	<i>Approved?</i> Determine if Administrator approves of speech draft. If so, speechwriter proceeds to 6.21. If not, speechwriter returns to 6.18 and revises the speech by incorporating the Administrator's suggested refinements; retain notes until final draft approved.
6.21	Speechwriter	<i>Type final speech for distribution.</i> Determine distribution needs (Administrator, Code P leadership, staff, media, etc.) Final version of speech is a Quality Record. Proceed to 6.12.

## 7.0 Quality Records

<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
Result of scan	News Chief	Newsroom	hard copy	Schedule 1, Item 58	Destroy when no longer needed.
Purchase Request	News Chief	Newsroom	hard copy	Schedule 1, Item 58	Destroy when no longer needed.
Notification email	News Chief	Newsroom server	electronic	Schedule 1, Item 58	Destroy when no longer needed.
Procured resource	News Chief	Newsroom	electronic	Schedule 1, Item 58	Destroy when no longer needed.

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<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
log		server			
Notes	Speech writer	Code P	hard copy	Schedule 1, Item 58	Destroy when no longer needed.
Draft versions of speech	Speech writer	Code P	hard copy	Schedule 1, Item 58	Destroy when no longer needed.
Suggested refinements	Speech writer	Code P	hard copy	Schedule 1, Item 58	Destroy when no longer needed.
Final speech	Speech -writer	Code P	hard copy	Schedule 1, Item 58	Destroy when no longer needed.